

ATLANTIC 6300

Established 1930



(Incorporated)

*"A Good Photo Tells the Whole Story"*

418 EAST 47th STREET

CHICAGO 15

June 14, 1946

Mrs. Effa Manley  
Pres. of the Newark Eagles Baseball Club  
156 Spruce St.  
Newark, New Jersey

Dear Mrs. Manley:

The Press Photo Service, Inc. entered into an agreement with Dr. J. B. Martin in 1944 to publish the official souvenir program for the East-West Classic of that year on a 75-25 per cent basis, 75 per cent going to Press Photo Service, Inc. and 25 per cent going to Dr. J. B. Martin, who said that the above division was all that would be necessary to pay for the "classic franchise". However later we communicated with the parks concessionaire, Mr. Connihan, who readily agreed to sell the books on a 30 per cent basis, but warned us to talk to Mr. Harry Grabiner, who actually owns the franchise for publication sales on White Sox premises. Within the same hour we had a conference with Mr. Grabiner who first asked us for \$500 but later agreed to accept \$300 for said franchise. (We have cancelled check of \$300 to White Sox Park). Disatisfied with the additional payment for franchise, the writer again talked to Dr. Martin about same and he bluntly refused to discuss the matter other than that the original agreement was a closed matter. After the game we settled as per our agreement with Dr. Martin, giving him a check for \$746 which represented his 25 per cent of the net profit of the '44' classic program. The same proposition was agreed upon for the 1945 classic program, and Dr. Martin was paid more than \$600 for his share of the 1945 profits.

The writer had a conference with Dr. Martin in December '45 and on several other occasions prior to April 1, 1946 for the purpose of securing the same rights to publish the East-West Classic Program. Dr. Martin refused the permission both times on the basis that he had another man, who was coming out of the Army, that he wanted to handle the book and who would give him a greater percentage of the net. My pleas were in vain to the doctor who steadfastly refused to discuss the matter with the writer. The writer then

*Authorized Publishers' Representatives - News Syndicates' Cameramen*



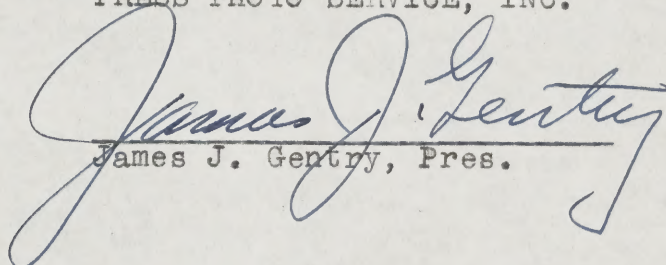
proceeded to communicate with the White Sox officials and found that a new concessionnaire had control of the souvenir program activities. A "Mr. Richardson", the Sox Park concessionnaire manager, referred us to a Mr. Al Kaye, at the Chicago Stadium who is the advertising manager of all White Sox Park publications. After holding several conferences with Mr. Kaye in April, 1946, and telling him about the 25 per cent commission which was paid to Dr. Martin each year as well as the \$300 paid to Comiskey Park. He informed me that there would be no further commissions nor franchise fees charged under the new concessionnaire management, the Sports Service Co. He then proceeded to give me a letter of authority dated May 1, 1946 (photostatic copy enclosed). Upon receipt of the above letter from Mr. Kaye, my advertising solicitors began calling on merchants and business men throughout the Chicago area, Gary, Milwaukee, St. Louis, and Detroit, and to date we have more than two thirds of the book sold under contracts.

Upon hearing of my deal with Mr. Al Kaye and the Sports Service Co., Dr. Martin rebuked me and said that Kaye did not have the authority to give a letter and that he had talked with Kaye and other officials, threatening to cancel the "46" game at White Sox Park and holding same in the East, unless they cancelled the Classic Program agreement with the Press Photo Service, Inc. I explained to Dr. Martin that more than one hundred contracts had already been signed for the proposed Classic Program and that it would be a loss of several thousand dollars, as well as integrity of the Press Photo Service, Inc. to not go through with the program as our organization had done at the two previous classics. Dr. Martin, in an effort to block the activities of Press Photo Service, Inc. placed a half page ad in the Chicago Defender dated June 8, 1946 (ad enclosed) with photostatic copies, appealing to merchants to advertise only with representatives of another organization.

Now Mrs. Manley, we have partically finished this solicitation of ads in our book and have contracted for the publication of same. If you and your committee do not clear this matter up before the 1st of July, 1946 my attorneys will enter suit against each and every member of both leagues in an effort to recover damage.

Respectfully yours,

PRESS PHOTO SERVICE, INC.

  
James J. Gentry, Pres.





418 EAST 47TH STREET  
CHICAGO 15

*Advise correspondents or  
publishers of your  
correct address.*

*1057*

Mrs. Effa Manley  
Pres. of the Newark Eagles  
Baseball Club  
~~156 Spruce St.~~  
Newark, New Jersey

*71 Crawford St. Zone 2*

